

What is claimed is:

1. A method of linking merchant sites comprising:
completing an interaction with a customer;
receiving requested identification information from the customer;
transmitting a reason code related to the interaction to a secondary merchant;
receiving an indication that the customer has authorized a transfer of the
identification information to the secondary merchant; and
providing the identification information to the secondary merchant following
receipt of the indication.
2. The method of claim 1 further comprising:
transmitting a token to the secondary merchant.
3. The method of claim 1 further comprising:
receiving the token and a validator from the secondary merchant.
4. The method of claim 1 further comprising:
identifying the reason code from among multiple reason codes.
5. The method of claim 1 further comprising:
awarding points to the customer related to the on-line sale.
6. The method of claim 1 further comprising:
identifying the reason code from among multiple reason codes based
upon at least one purchased product identifier.
7. The method of claim 4 further comprising:
associating the customer behaviors with multiple reason codes.

8. The method of claim 4 further comprising:
associating the multiple reason codes with an incentive program.
9. The method of claim 1 further comprising:
associating the reason code with a customer loyalty program reward
parameter.
10. The method of claim 1 further comprising:
encoding the reason code and token according to a specified scheme.
11. A transactional method comprising:
combining a secondary merchant specified reason code with a token to create a
unique identifier for a customer;
transmitting the unique identifier to the secondary merchant;
populating a customer information schema with customer identifying information;
and
transmitting the customer schema to the secondary merchant.
12. The method of claim 11 further comprising:
indicating to the secondary merchant that at least one of billing and shipping
information is available.
13. The method of claim 11 further comprising:
receiving the token and a validator from the secondary merchant over a secure
connection.
14. The method of claim 11 further comprising:
specifying a display style to the secondary merchant

15. ~~A reward method comprising:~~
establishing a reason code representing an award level based upon an on-line customer behavior;
identifying a customer satisfying the on-line customer behavior;
passing the reason code to a reward redemption entity;
receiving a token and a validator from the reward redemption entity via the internet; and
providing customer specific information to the reward redemption entity when the token and validator are both valid.
16. A staged internet commerce method comprising:
in a first stage:
a step for processing a transaction with a customer over the internet, and
a step for securely supplying information to a secondary merchant which will enable the secondary merchant to make a targeted offering over the internet to the customer; and
in a second stage:
a step for transferring payment and delivery information for the customer to the secondary merchant upon receipt of a valid token and validator from the secondary merchant.
17. A linked merchant transaction method comprising:
receiving a reason code from a primary merchant for a customer in response to a transaction between the primary merchant and the customer;
providing an offering to the customer based upon the reason code;
receiving an acceptance from the customer; and
in response to the acceptance, receiving customer identifying information from the primary merchant.

18. The method of claim 17 further comprising:
receiving a token with the reason code;
re-transmitting the token to the primary merchant.

19. A method comprising:
defining reason codes, usable by a primary merchant to identify transaction
classes; and
associating offerings with transaction classes such that when a customer
consummates a purchase with the primary merchant and provides payment information
to the primary merchant, a reason code will be received from the primary merchant and
a transaction class related offering will be made to the customer using a template
correlated to the reason code.

20. The method of claim 19 further comprising:
storing the reason codes in a database; and
transmittinig a token which identifies the customer to the primary merchant.

21. A targeted marketing method comprising:
making an on-line offering to a customer of a primary merchant who has
completed a transaction fitting a subject matter and provided payment information
based upon a reason code provided by the primary merchant indicative of the subject
matter for the transaction; and
when the customer indicates an acceptance of an item in the offering, sending a
token to the primary merchant; and
responsive to the sending, receiving information from the primary merchant
sufficient to consummate payment for the item.

22 The method of claim 21 further comprising:
receiving the payment information from the primary merchant.

23. The method of claim 22 further comprising:
establishing a secure connection to the primary merchant.

24. The method of claim 22 wherein the receiving occurs without any further
provision of information by the customer.

25. The method of claim 22 further comprising:
receiving a unique identifier for the transaction

26. The method of claim 25 further comprising:
extracting from the unique identifier the reason code and a customer indicator.

28. The method of claim 21 further comprising:
providing a validator to the primary merchant.

29. The method of claim 21 further comprising:
displaying the offering according to a display style associated with the reason
code.

30. A method comprising:
completing a purchase transaction with a first merchant, including providing a
credit card number and billing information to the first merchant;
viewing an offer made by a second merchant related to the purchase transaction,
based upon a specified reason code supplied to the second merchant by the first
merchant and displayed in a style indicative of the first merchant, the offer including
selectable items; and
selecting an item which initiates a transfer of the credit card number and billing
information provided for the transaction from the first merchant to the second merchant.

31. A method of targeting offers based upon interactions between customers
and merchants comprising:

receiving a reason code and a customer identifier from a merchant indicating that a customer has completed an interaction with the merchant within a specified classification;

displaying an offer, to the customer graphically on-line, according to data associated with the reason code while the customer is still connected to the merchant;

receiving an acceptance of the offer from the customer;

establishing a secure communication connection with the merchant;

sending the customer identifier to the merchant;

receiving customer payment information from the merchant; and

processing the acceptance using the customer payment information.

32. The method of claim 31 further comprising:

decoding a data item to obtain the reason code and the customer identifier.

33. The method of claim 31 further comprising:

receiving SKU information from the merchant and assembling the offer based upon the SKU information.

34. The method of claim 31 further comprising:

receiving prioritization information from the merchant for a compound purchase and assembling offer components according to the prioritization information.

35. A method comprising:

transmitting data containing a reason code and a token, generated by a primary merchant, to a secondary merchant; and

transmitting a validator, sent by the secondary merchant, to the primary merchant, so that a link is created between the primary merchant and the secondary merchant which allows the secondary merchant to make an offer to a customer of the primary merchant without the secondary merchant being identified to the customer.

36. The method of claim 35 further comprising:
storing the reason code in a database.

37. The method of claim 35 further comprising:
transmitting the token sent by the secondary merchant to the primary merchant.

38. The method of claim 35 further comprising:
transmitting an XML schema over the link

39. A website linking system comprising:
a reason code,
a token,
a schema defining information to be passed from a first website,
and a validator,

the token being constructed to indicate a particular customer of the first website, the
reason code correlating to a specified parameter to be used when making an offer to
the customer indicated by the token, and the validator and the token being constructed
to indicate the schema is a valid schema to the first website.

40. An apparatus comprising:
a unique identifier means including
means for identifying a first website to a second website, and
means for uniquely identifying a customer of the first website;
temporary storage located at one of the first or second websites for storing at
least one of the means for identifying or the means for uniquely identifying; and
an interface connected to one of the first or second websites via the internet
through which the unique identifier passes on its way to the other of the first or second
websites.

41. A system comprising:
a database containing URLs of merchants,

transmittable display templates containing items of a secondary merchant for display to a customer of a primary merchant, and

an internet connection,

the database correlating reason codes with the URLs and the display templates such that, when a reason code is received from a source and the database is accessed using the reason code as a primary key, the database will identify a display template and a URL to which the display template will be transmitted.

add as

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